

II. AMENDMENTS TO THE CLAIMS

The following is a listing of claims to replace all prior versions and listings of claims in the application:

1. (Currently Amended) A method of managing custom data by a computer during an electronic purchase, the method comprising:

selecting an item for purchase;

determining a set of attributes for the item, wherein the attributes include item-based attributes and purchase-based attributes, wherein each item-based attribute relates to information about the item and each purchase-based attribute relates to information about the electronic purchase and wherein each attribute is associated with at least one value;

comparing the set of attributes to a set of keys, wherein each key is generated based on data collected on a custom data form and wherein each key includes an attribute with a corresponding matching value; and

displaying the custom data form using the computer in the case that the set of attributes matches the set of keys in the case where the corresponding matching value matches the at least one value.

2. (Original) The method of claim 1, wherein the selecting step comprises:

adding the item to an electronic shopping cart;

selecting to checkout the electronic shopping cart; and

obtaining purchase information for the electronic purchase.

3. (Original) The method of claim 2, wherein the custom data form is displayed after the obtaining step.
4. (Original) The method of claim 1, further comprising generating the custom data form for the item.
5. (Original) The method of claim 1, further comprising obtaining custom data using the custom data form.
6. (Original) The method of claim 5, further comprising storing the obtained custom data in a database.
7. (Original) The method of claim 6, wherein the storing step comprises:
- concatenating custom data obtained using at least two input fields in the custom data form;
 - storing the concatenated custom data as a large object in the database.
8. (Original) The method of claim 7, further comprising parsing the concatenated custom data to determine the custom data obtained for one of the at least two fields.
9. (Original) The method of claim 1, wherein the custom data form is displayed once for a plurality of items that match the set of keys.

10. (Currently Amended) A method of managing custom data by a computer during an electronic purchase, the method comprising:

selecting an item for purchase;

obtaining purchase information for the item;

determining a set of attributes for the item, wherein the attributes include item-based attributes and purchase-based attributes, wherein each item-based attribute relates to information about the item and each purchase-based attribute relates to information about the electronic purchase and wherein each attribute is associated with at least one value;

comparing the set of attributes to a set of keys, wherein each key is generated based on data collected on a custom data form and wherein each key includes an attribute with a corresponding matching value;

displaying the custom data form using the computer in the case that the set of attributes matches the set of keys in the case where the corresponding matching value matches the at least one value;

obtaining custom data using at least one input field in the custom data form; and

storing the obtained custom data and purchase information in a database.

11. (Original) The method of claim 10, wherein the storing step comprises:

concatenating custom data obtained for a plurality of input fields; .

storing the concatenated custom data as a large object in the database.

12. (Original) The method of claim 11, wherein the storing step further comprises storing an entry in a custom data group table for a custom data group, wherein the custom data group includes each item in the electronic purchase that matches the set of keys.

13. (Previously Presented) The method of claim 12, wherein the storing step further comprises:
storing the large object in an entry in a group custom data table in the case that the custom data form is displayed once for the custom data group; and
storing the large object in an entry in an item custom data table in the case that the custom data form is displayed for each item in the custom data group.

14. (Currently Amended) A system of managing custom data by a computer during an electronic purchase, the system comprising:

a selection system ~~for allowing to allow~~ a user to select an item for purchase;
an attribute system ~~for determining to determine~~ a set of attributes for the item, wherein the attributes include item-based attributes and purchase-based attributes, wherein each item-based attribute relates to information about the item and each purchase-based attribute relates to information about the electronic purchase and wherein each attribute is associated with at least one value;

a key system ~~for comparing to compare~~ the set of attributes to a set of keys, wherein each key is generated based on data collected on a custom data form and wherein each key includes an attribute with a corresponding matching value; and

a form system ~~for displaying to display~~ the custom data form using the computer in the case that the set of attributes matches the set of keys in the case where the corresponding matching value matches the at least one value.

15. (Previously Presented) The system of claim 14, further comprising a checkout system to obtain purchase information for the item.

16. (Previously Presented) The system of claim 14, further comprising a storage system to store custom data, wherein the form system further obtains the custom data using the custom data form.

17. (Previously Presented) The system of claim 16, wherein the storage system includes:

a custom data group table to store an entry for a custom data group, wherein the custom data group includes each item in the electronic purchase that matches the set of keys;

a group custom data table to store an entry for the custom data for the custom data group in the case that the custom data form is displayed once for the custom data group; and

an item custom data table to store an entry for the custom data for each item in the custom data group in the case that the custom data form is displayed once for each item in the custom data group.

18. (Currently Amended) A computer program product, stored on a computer readable medium and implemented through a computer, for managing custom data during an electronic purchase, the computer program product comprises:

program code to allow a user to select an item for purchase;

program code to determine a set of attributes for the items, wherein the attributes include item-based attributes and purchase-based attributes, wherein each item-based attribute relates to information about the item and each purchase-based attribute relates to information about the electronic purchase and wherein each attribute is associated with at least one value;

program code to compare the set of attributes to a set of keys, wherein each key is generated based on data collected on a custom data form and wherein each key includes an attribute with a corresponding matching value; and

program code to display a the custom data form using the computer in the case that the set of attributes matches the set of keys in the case where the corresponding matching value matches the at least one value.

19. (Previously Presented) The computer program product of claim 18, further comprising:

program code to obtain purchase information for the item;

program code to obtain custom data using the custom data form; and

program code to store the custom data and the purchase information.

20. (Previously Presented) The computer program product of claim 19, further comprising
program code to process the custom data.